



Station Buy Detail
Orlando-Daytona Beach,TV 2nd Add

Est ID: 12103

Client: FL Vote No on 6 Committee

Flight Dates: Monday, October 29, 2012 to Tuesday, November 06, 2012

WFTV-TV

Program Name	DP	Days		Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Total
		Length			Oct 29	Oct 30	Oct 31	Nov 01	Nov 02	Nov 03	Nov 04	Nov 05	Nov 06	
Good Morn America 7:00 AM - 9:00 AM	EM	M-F 30		\$2,800.00 \$8,400.00	1		1		1					3
The View 11:00 AM - 12:00 PM	DT	M-F 30		\$1,600.00 \$1,600.00	1									1
WFTV Noon News 12:00 PM - 1:00 PM	DT	M-F 30		\$1,300.00 \$1,300.00								1		1
Dr. Oz 4:00 PM - 5:00 PM	EF	M-F 30		\$1,300.00 \$7,800.00	1	1	1	1	1			1		6
WFTV 6p News 6:00 PM - 6:30 PM	EN	M-F 30		\$4,000.00 \$4,000.00								1		1
Station Totals				\$23,100.00	3	1	2	1	2			3		12
Station Net				\$19,635.00										

Media Strategies and Research

1580 Lincoln Street, Suite 510, Denver, CO 80203, 303-989-4700
11350 Random Hills Road, Suite 670, Fairfax, Virginia 22030, 703-877-2000

WFTV-TV

Brian Cole

490 E South St Orlando FL

Page 1 of 1